5/23/88

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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting/May 23

The most talked about new show of the '88 season.

GROUP ONE Medical

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57th Year 1988

SYNDEX II

Vol. 114 No. 21

Broadcasting May 23

FCC brings back syndex rules...page 31

Fall previews for NBC, Fox and ABC...35, 36, 88

HDTV: a technology on fast-forward...page 37

SYNDEX: THE SEQUEL □ Commission restores syndex rules in new form. **PAGE 31.** Explanation of rules, as presented by FCC's Kenneth Gordon, principal author, begins on **PAGE 58.**

PEACOCK'S FALL COLORS □ Brandon Tartikoff announces next season's quest for NBC's next generation of hits. **PAGE 35; MORE FROM FOX** □ Fox Broadcasting Co. will expand its program lineup to three nights next May; spin-off of *21 Jump Street* will lead network's Saturday schedule next fall. **PAGE 36; ABC ADVANCE** □ ABC's new schedule includes five new dramas and at least one new comedy. **PAGE 88.**

HEADING TO THE SUMMIT □ Preparations for coverage of fourth summit meeting between Ronald Reagan and Mikhail Gorbachev are under way, with networks, co-operatives and few stations reporting live to U.S. from Moscow. **PAGE 37.**

IDB earth station sits in shadow of Kremlin, ready to transmit coverage of summit to U.S.

OLYMPICS '92 □ International Olympic Committee begins auctioning of 1992 winter Olympic games, in Albertville, France. **PAGE 34.**

HDTV REPORT RELEASED □ Interim report of FCC's ATS Advisory Committee on HDTV includes call for terrestrial standard. **PAGE 37.** ATS Chairman Richard Wiley expands on report's HDTV agenda on **PAGE 38.**

PRIORITY FOR A FEW □ Corporation for Public Broadcasting board of directors approves plan that focuses CPB funds on limited number of higher priority issues. **PAGE 42.**

CABLE LAUNCH □ New advertising cable network, ATV, ties its fall start-up to Turner Network Television, offering to rebate cable operators for carriage of TNT. **PAGE 50.**

PRIMER ON PAYOLA □ FCC outlines provisions of Communications Act that outlaw payola and details consequences. **PAGE 53.**

SECOND TIME AROUND □ DIR Broadcasting President Bob Meyrowitz buys back company from Lorimar that he co-founded 15 years ago. **PAGE 54.**

AT THE STARTING GATE AGAIN □ Turner Broadcasting System's Gerry Hogan began his association with Ted Turner when superstation WTBS(TV) Atlanta was still struggling independent. After deciding to leave company last year, his mind was changed by challenge of TNT start-up. **PAGE 87.**

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tions.

Death of West Germany's start-up DBS bird, TV-Sat1 (BROADCASTING, Feb. 22), left two state-owned programers and two commercial programers without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for Arianespace launch within next year (although French government postponed launch of TDF-1 from May 1988 until September 1988). European eyes are turned to less powerful, 16-channel Astra bird, owned by Luxembourg interests and scheduled for Arianespace launch next winter.

Low-power variety of satellite broadcasting resulting from scrambling of cable programing on C-band satellites got start in January 1986, when HBO scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number approximately two million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or through cable operators and other third parties. HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to one-meter dishes.

Equal Employment Opportunity

■ FCC's enforcement of broadcast equal employment opportunity rules and reporting requirements along with agency's implementation of EEO section of cable act were subjects of House Telecommunications Subcommittee hearing last week. FCC's decision not to launch formal investigation of Mass Media Bureau's EEO branch in wake of allegations leveled by branch employes of lax enforcement of cable EEO rules, mismanagement and unfair hiring and promotion practices, was called "sham and mockery," in letter from National Treasury Employees Union on behalf of branch employes.

FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers. Stations with five or more employes are required to file detailed reports. Under broadcast license renewal legislation offered last year by Congressman Al Swift (D-Wash.), cable EEO rules based on Cable Communications Act of 1984 would also apply to broadcasting.

Federal Trade Commission

It is going to be difficult for Congress to answer FTC's $67,503,000 fiscal 1989 budget request, said Representative Neal Smith (D-Iowa), chairman of House commerce subcommittee, which held March 28 hearing on FTC appropriations. House and Senate, Smith said, are proposing freeze plus only 1% across-board increases for 1989; FTC request is 1.9%, $1.26-million increase over 1988. $700,000 of increase, said hearing witness, FTC Chairman Daniel Oliver, is attributable to staff and salary matters; $500,000 is due to miscellaneous inflationary increases.

Results of preliminary antitrust investigation of National Football League television rights contracts for 1987-88 have yet to be released. Justice Department has concluded that NFL-ESPN deal for that season is not exempt from antitrust laws, but declined action since FTC investigation is already under way (BROADCASTING, May 9).

High-Definition TV

■ Draft of first interim report to commission involving spectrum needs and outlines for future terrestrial transmission system testing has been sent to parent "blue ribbon" panel by steering committee of FCC's Advanced Television Services (ATS) Advisory Committee. Report concludes that commission should "ultimately" set full HDTV broadcasting standard, either at once or through evolutionary EDTV system as first step. Blue ribbon panel is expected to approve report for submission to June 3 FCC meeting.

Advanced Television Test Center (ATTC), project co-sponsored by seven organizations—NAB, ABC, NBC, CBS, PBS, Association of Maximum Service Telecasters and Association of Independent Television Stations—is seeking executive director to oversee engineering and management aspects of facility. Search committee has submitted three names to ATTC board and interviews continue with more candidates. Center will provide place for Advanced Television Systems Committee (ATSC) and FCC's ATS Advisory Committee to test HDTV and ATV systems. Funding for center's first two years will come from $700,000 donations each from NAB, NBC, CBS and ABC and from fund-raising drives by other partners. New executive director will decide where to locate facility and when testing will begin.

Cable industry is still considering participation in ATTC, but operators may put any dollars available for study or testing of HDTV into Cable Television Laboratories Inc. (Cable Labs), newly created research and develop-

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

ville. Information: (703) 549-6990.

Sept. 6-9—Fourth *Pacific International Media Market*, film and television market. Old Sydney Parkroyal hotel, Sydney, Australia. Information: (03) 500-9311.

Sept. 8—Presentation of news and documentary programing Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Waldorf-Astoria, New York. Information: (212) 586-8424.

Sept. 12-15—Nebraska Videodisk Symposium, sponsored by *Videodisk Design/Production Group of KUON-TV/University of Nebraska-Lincoln*. UN-Lincoln. Information: (402) 472-3611.

Sept. 13-16—*International Institute of Communications* 19th annual conference. Westin hotel, Washington. Information: Eduard Berlin, (212) 559-3419.

Sept. 14-17—Radio '88, sponsored by *National Association of Broadcasters*. Convention Center, Washington.

Sept. 16—*Society of Broadcast Engineers, Central New York chapter*, 16th annual regional convention. Sheraton Convention Center, Liverpool, N.Y. Information: (315) 437-5805.

Sept. 23-27—*International Broadcasting Convention*, sponsored by group of electronics engineers associations. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Open Mike

Cable defender

EDITOR: Your May 9 report on the opening panel at the National Cable Television Association convention certainly fell short of telling the full story.

It is most unfortunate that your reporter did not deem it necessary to relate the cable-bashing which Bruce Christensen, president of PBS, tried to engage in by criticizing Nickelodeon, for example. He said that, since he does not have cable, he watched Nickelodeon once and all he saw were Popeye cartoons. I defended Nickelodeon, stressing their fine programing, and stated that Nickelodeon does not run Popeye cartoons—a fact which was later confirmed to me.

Concerning the discussion of sports on cable, I defended cable's right to bring sporting events to its subscribers by comparing it to other events that take place. I clearly recall mentioning that if cable was only for the "haves," stadia for baseball and football should be closed, as should motion picture theaters, which now charge $7 per ticket in New York City.

Finally, on reflection, it isn't even the cable television industry that should be burdened with this "haves" vs. "have-nots" discussion, but some of the promoters to whom profit seems to be paramount. In discussing the "have-nots," possibly these same sports promoters should be approached about offering a few hundred ringside tickets to the local "have-nots" at the next championship boxing event.—*Ralph M. Baruch, senior fellow and chairman, board of governors, National Academy of Cable Programing, New York.*

Canadian clarification

EDITOR: In his March 14 "Monday Memo" John Eger makes a regrettable misstatement when he says "Canada continues to expropriate American television programs at the border, delete the U.S. commercial messages, insert Canadian commercials and relay those programs by cable or satellite to receive-only earth stations throughout Canada."

Because this misstatement has appeared in other U.S. media and because of the impending legislation to implement the Canada/U.S. Free Trade Agreement, it is important to correct it.

Cable television systems in Canada are required, by federal regulation pursuant to the Broadcasting Act, to carry out simultaneous program substitution. When a local television station and a distant station (whether Canadian or U.S.) distribute the same episode of the same program at the same time, the cable television company is required to distribute the local station simultaneously on both channels. This regulatory policy was instituted as a mirror of the old syndicated exclusivity rules adopted by the FCC to protect program rights licensed by local stations. Cable systems are prohibited from altering any broadcast signals. Commercial messages are not deleted. Canadian commericals do not replace U.S. commericals except as part of the Canadian release of the program for which the exhibition rights have been licensed for a fee.

The alternative would be a blackout of the cross-border version of the program. This would serve neither the interests of the U.S. distributor, the U.S. border stations that value their distribution by cable in Canada nor the Canadian subscriber.—*Michael Hind-Smith, president and chief executive officer, Canadian Cable Television Association, Ottawa.*

Call for scripts

EDITOR: I'd like to invite news writers, reporters and anchors to submit their best scripts for inclusion in a book consisting of topflight news scripts. Scripts are sought from news people at radio and TV stations, local and network, and staff members at the wire services. The scripts may deal with any subject and run any length, and writers may submit as many as they wish. On the back of each page, the writers should print their names and call letters. No scripts will be returned, so entrants may wish to send in photocopies. Scripts not chosen will not be published.

Entries should be sent to me c/o Bonus Books, 160 East Illinois Street, Chicago 60611. Deadline: June 15, 1988.—*Mervin Block, author of "Writing Broadcast News—Shorter, Sharper, Stronger" and columnist, Radio-Television News Directors Association's Communicator.*

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□

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Infomercial service, ATV, pitches cable

Advertising network offers to pay operators' per-subscriber fees for TNT in exchange for carriage

A new cable network devoted to infomercials is tying its Oct. 3 launch to that of Turner Network Television by offering to pay the cable operators' fees for carriage of TNT, at least for the first two years. ATV: Advertising Television, as part of its marketing campaign, said it will rebate to cable operators the monthly fees they would pay for TNT for the next two years (15 cents per subscriber per month in 1989 and 20 cents in 1990) if the operators carry both services. The company said it was willing to commit $29.4 million to pay the monthly per-subscriber fees for launch.

ATV is the creation of Web Broadcasting Systems, a private firm that has marketed and promoted products for advertisers. It plans to launch an advertising network on which corporate sponsors buy time in five- or 10-minute increments. Thomas Collins, vice president of marketing, said advertisers will pay a monthly fee, roughly $45,000, for a five-minute commercial that is rotated throughout the dayparts in a given month.

The tie with Turner is coincidental; the two companies have no agreement with each other, Collins said. ATV approached MSO's at the National Cable Television Association convention about its offer to pay for carriage of both services, and decided to roll-out the offer to all operators. "We feel that if systems reshuffle their basic service deck this fall, it affords them an opportunity to add *two* new innovative services without incurring monthly out-of-pocket costs," said Paul Salerno, Web president.

Programing will consist of a 12-hour cycle of hour-long product categories—automotive, movies, fitness, video, fashion, travel, beauty, computer, consumer electronics, home, recreation and leisure, and appliance. The cycle will be repeated, so that each ad will appear twice, although there may not be a full 24-hour schedule at the start. Collins said ATV will disclose in the next few weeks the companies that have signed on, but said he was confident the entire 24-hour schedule would be filled by October.

Throughout that month, the 12 blocks will rotate time periods throughout the schedule, giving each category a shot at prime time, for instance, Collins said. Each hour will be divided into 11 five-minute segments for infomercials. The other five minutes will be devoted to station identification, Collins said.

The hottest categories, in terms of advertiser interest, said Collins, are automotive, video, movies, computers and appliances. Many advertisers with complicated products are attracted to the longer-form commercial, said Collins. Computer companies, for instance, can spend the time explaining the uses of a spreadsheet. The infomercials will not be "stale generic advertising," said Collins. And he said that ATV "is not a home shopping network." It will be a vehicle, said Collins, for advertisers to provide more information about their products than possible in 30- or 60-second commercials.

In addition to the payment offer to cable operators, ATV will provide an opportunity for local advertisers to place a short billboard, five to 10 seconds, at the end of an infomercial. A local Ford dealer could run a billboard at the end of a piece from

NBC takes prime time, ABC tops in news

NBC won the weekly prime time ratings race once more, for the week ended May 15. In the big movie shootout of the week, NBC's new *Perry Mason* movie *(The Case of the Lady in the Lake)*, beat ABC's showing of "Beverly Hills Cop," on Sunday, May 15, at 9 p.m., by a score of 22.2/35 to 20.3/32. CBS's *Beryl Markham: Shadow on the Sun*, placed a distant third in the same period with a 10.4/16.

Other highlights for the week included the continuing strong performance of ABC's mid-season entry, *China Beach*, Wednesday at 10 p.m., which beat the second half of CBS's showing of "Rocky IV," and *St. Elsewhere*, on NBC.

In the evening news race, *ABC World News Tonight with Peter Jennings* was on top for the third consecutive week, with an average 9.4/20, followed by *CBS Evening News with Dan Rather* with 9.1/20 and *NBC Nightly News with Tom Brokaw* with 8.0/17.

	Nielsen	Net		AGB
1	22.6/35	N	NBC Sunday Movie	3	21.4/34
2	21.7/40	N	Cosby Show	1	22.8/41
3	20.3/32	A	ABC Sunday Movie	7	19.2/31
4	20.3/35	N	Cheers	4	21.2/35
5	20.0/32	A	Barbara Walters Special	9	18.8/30
6	19.9/33	N	Night Court	5	20.3/33
7	19.7/37	N	Golden Girls	2	21.5/40
8	19.0/29	N	NBC Monday Movie	8	19.1/30
9	18.5/29	A	ABC Monday Movie	11	17.6/28
10	18.3/33	A	Who's the Boss?	6	19.3/35
11	17.8/31	C	Knots Landing	13	17.0/29
12	17.3/30	C	Murder, She Wrote	15	16.3/28
13	17.3/30	C	Dallas	16	16.0/28
14	17.2/29	A	Just the Ten of Us	10	17.8/30
15	17.2/34	C	60 Minutes	14	16.8/33
16	16.3/27	N	ALF	12	17.5/30
17	14.8/25	N	L.A. Law	23	14.0/24
18	14.7/26	C	Falcon Crest	24	13.7/24
19	14.6/25	A	Head of the Class	19	14.5/25
20	14.4/23	N	My Two Dads Special	17	15.5/25
21	14.3/27	A	Growing Pains	20	14.4/26
22	14.3/23	A	MacGyver	22	14.1/24
23	14.2/29	N	227	21	14.2/29
24	14.0/24	A	China Beach	31	12.0/20
25	13.8/27	N	Hunter	16	14.7/28
26	13.4/23	N	Matlock	26	13.0/22
27	13.3/20	C	Newhart	28	12.3/19
28	13.0/23	A	20/20	25	13.4/24
29	12.6/22	A	Thirtysomething	40	11.1/20
30	12.4/21	N	St. Elsewhere	27	12.9/22
31	12.0/20	N	Day by Day	29	12.2/21
32	11.9/21	N	Aaron's Way	38	11.3/20
33	11.8/26	N	Facts of Life	32	11.9/26
34	11.7/19	A	Moonlighting	35	11.7/19
35	11.7/20	N	Crime Story	33	11.9/21
36	11.5/18	C	Designing Women	46	10.2/17
37	11.2/18	C	CBS Spec. Movie (Wed.)	41	11.1/18
38	11.2/18	C	Cagney and Lacey	54	9.1/15
39	11.1/19	C	CBS Tuesday Movie	30	12.1/20
40	10.9/16	C	Eisenhower and Lutz	44	10.4/16
41	10.9/18	N	Highway to Heaven	37	11.3/18
42	10.7/18	C	Kate and Allie	47	10.1/17
43	10.6/17	N	Decision '88: Neb. & WV		
44	10.4/18	A	Captain EO Backstage	50	9.6/17
45	10.4/20	C	Beauty and the Beast	56	8.8/18
46	10.4/16	C	CBS Sunday Movie	48	10.0/16
47	10.4/19	N	Family Ties	34	11.9/21
48	10.3/17	C	Simon and Simon	36	11.4/19
49	10.1/18	N	Miami Vice	51	9.6/17
50	9.9/20	A	Spenser: For Hire	53	9.6/18
51	9.7/17	A	Koppel Report	45	10.3/17
52	9.7/18	A	Full House	42	11.1/21
53	9.6/20	A	Perfect Strangers	43	11.0/23
54	9.4/18	A	Disney Sunday Movie	57	8.8/17
55	9.4/17	N	NBC Friday Movie Spec.	52	9.6/18
56	9.3/16	A	Mr. Belvedere	49	10.0/18
57	9.1/16	C	Smothers Brothers	39	11.1/20
58	8.5/15	A	I Married Dora	55	9.0/15
59	8.4/16	C	Tour of Duty	62	7.2/13
60	8.1/14	A	ABC Thursday Movie Spec.	58	8.7/15
61	7.7/15	C	West 57th	61	7.8/15
62	7.5/16	C	High Mountain Rangers	65	6.5/14
63	7.3/14	C	48 Hours	59	8.3/15
64	7.1/14	N	Aaron's Way Special	60	8.3/16
65	6.9/12	C	Houston Knights	63	6.9/12
66	6.8/13	A	Ohara	64	6.6/12
67	6.3/13	A	Supercarrier Special	66	5.7/12

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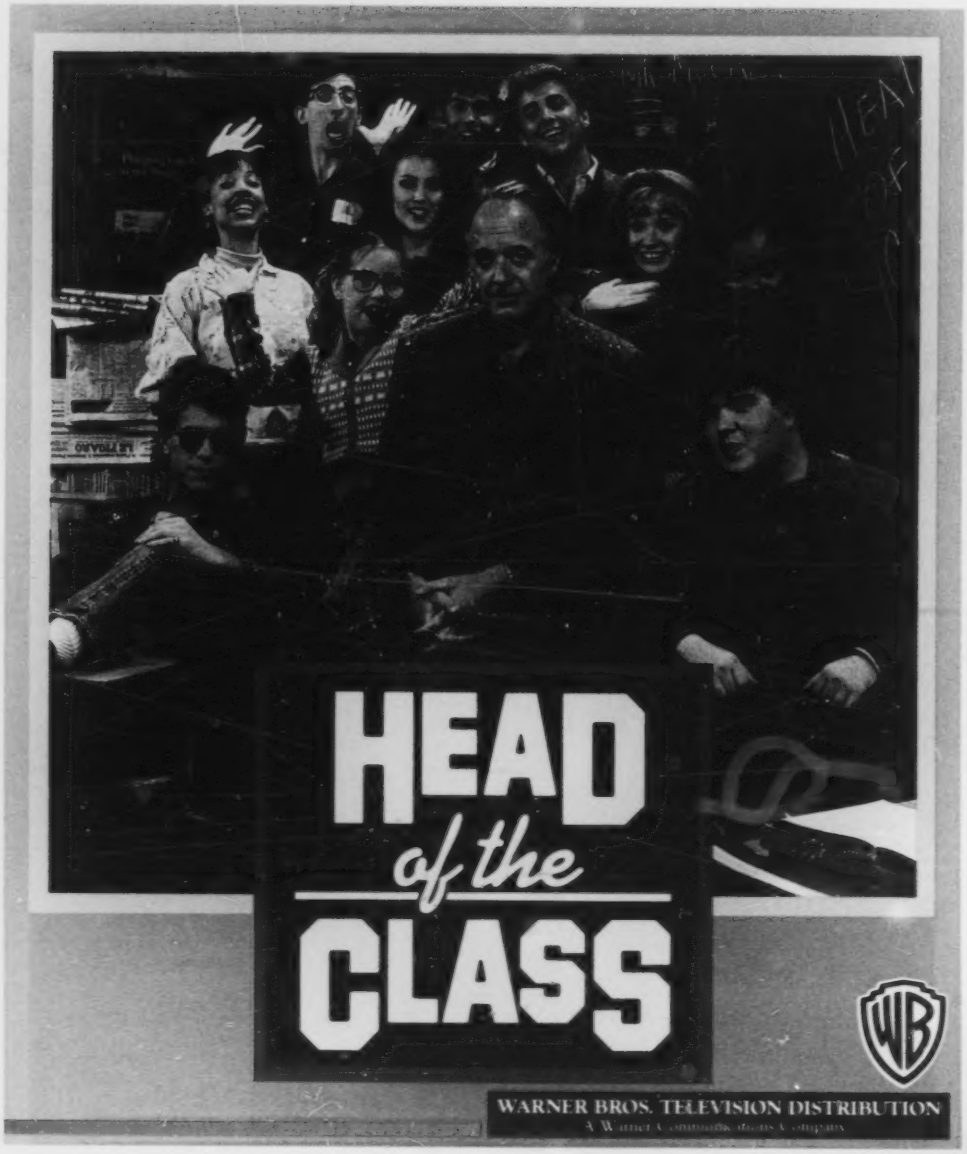
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 30



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57th Year 1988

TOP 100 COMPANIES

Fall schedules set for the networks

Vol. 114 No. 22

Broadcasting May 30

No shortage of comedies on network fall lineups...page 19

CBS wins 1992 winter Olympics bid...page 24

Top 100 post revenue and profit margin gains...page 27

FALL LAUGHS □ CBS and ABC announce their new fall prime time schedules, which include abundance of new and returning comedies. **PAGE 19.**

George Segal (left picture, center) stars in ABC's 'Murphy's Law' this fall, and Candice Bergen (right picture, second left) stars in 'Murphy Brown' on CBS.

MARCH ON MOSCOW □ Fifth Estate converge on Soviet Union for Reagan-Gorbachev summit. **PAGE 23.**

OLYMPIC BID □ CBS wins rights to carry 1992 winter Olympics in Albertville, France, for $243 million. **PAGE 24.**

CHANGES PROPOSED □ CPB urges withdrawal of proposed Senate amendments to 1991-93 CPB reauthorization bill that call for rerouting CPB national programing money directly to public stations. CPB says support of proposal by PBS and NAPTS is "breach of faith." **PAGE 25.**

TOP 100 □ Leading companies of Fifth Estate collectively generated more than $172.5 billion in revenue during 1987—increase of almost 14% over 1986, according to BROADCASTING's ninth annual survey. **PAGE 27.**

IN LIEU OF □ Commercial broadcast networks plan to offer original episodes of canceled series, specials and documentaries to fill their respective summer schedules as writers strike continues. **PAGE 35.**

CHARTING CABLE PROGRAMING □ Particularly strong group of new cable services and programing ideas creates demand for shelf space on cable systems that is fast becoming acute. **PAGE 39.** Rundown of current services begins on **PAGE 40.**

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tween Subcommittee Chairman Ed Markey and National Association of Broadcasters and proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Bill has undergone considerable revisions and excisions, among latter language that would have required broadcasters to air one hour per day of informational and educational programming and provisions aimed at curbing so-called program-length commercials. NAB says it won't fight bill but has reserved right to oppose any changes that might occur when Senate acts.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted.

NAB has presented survey indicating that advertising in children's programing is currently under proposed 9.5-minute limit.

Comparative Renewal

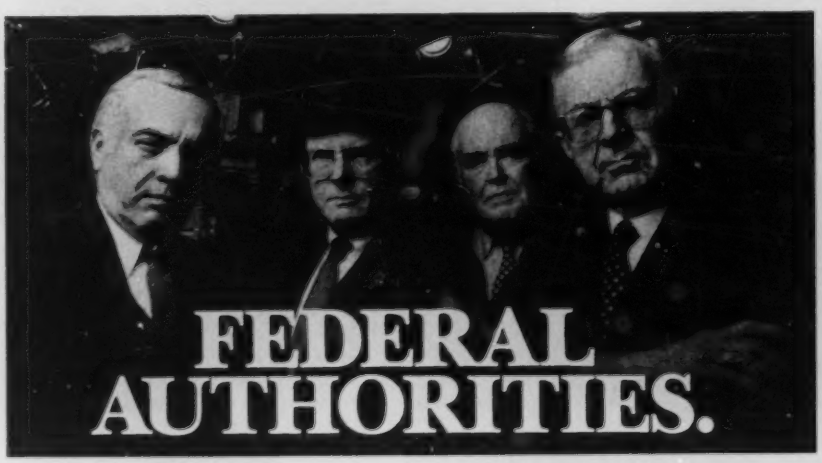
■ With syndicated exclusivity behind it (see below), FCC is reportedly preparing to tackle reform of much maligned comparative renewal process. It is looking to clean up what are widely seen as abuses of process and to rewrite some of the comparative criteria. FCC Chairman Dennis Patrick has called for changes to curb use of process to force broadcasters into lucrative settlements and establish "clearly articulated standard" that, if met, would assure broadcasters "a reasonable expectation of renewal."

Assuaging concerns of NAB, Patrick indicated FCC would stop short of adopting changes that would virtually assure license renewal. NAB feared that such an approach could cause congressional backlash.

Reform has some support on Hill, particularly from Republicans. Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative renewal process.

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past.

Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting at least five other television stations.



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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

Crossownership

Telco-cable—National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Nielson said measure could make headway in next Congress.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Duopoly/one-to-a-market. FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time. Also wishing to keep peace with Congress, NAB is not pressing for FCC action.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for $37 million so that Murdoch could keep WNYW(TV) New York. Ruling gave Murdoch opportunity to retain *Boston Herald* and WFXT(TV) Boston, but Murdoch announced that he would sell station.

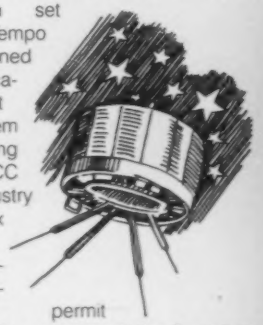
Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Senator Edward M. Kennedy (D-Mass.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) had attached measure to catch-all spending bill just before Christmas recess. Court, which heard oral arguments Feb. 11, has granted stay of Kennedy-Hollings measure until 45 days after it issues decision.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules.

Direct Broadcast Satellites

■ Latest round of applications filed April 8 at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits (BROADCASTING, April 25). Although threat to C-band cable distribution market is cited as major reason for wait-and-see stance in U.S. on high-power DBS—which would use Ku-band spectrum set aside for it—Tempo Satellite, 51% owned by TeleCommunications Inc., largest U.S. cable system operator, is among applicants. FCC now awaits industry comments on mix of four new applicants, three requests for construction permit modifications and one request for four-year extension. Dominion Video, granted 1986 construction permit for 16 DBS channels, last week announced finalizing deal to purchase one, possibly two, birds from GE Astro-Space, proposing to launch one by spring 1989.



TCI backing may indicate that Ku-band direct-to-home delivery of entertainment programing, already dominant mode of program distribution in Japan and moving fast in Europe, may be on verge of becoming reality in U.S. DBS's value rests on ability to receive high-power signals with very small earth stations.

Death of West Germany's start-up DBS bird, TV-Sat1 (BROADCASTING, Feb. 22), left two state-owned programers and two commercial programers without home. Other European DBS birds with similar, if not identical, design—Germans' TV-Sat2 and France's TDF-1—are still scheduled for Arianespace launch within next year (although French government postponed launch of TDF-1 from May 1988 until September 1988). European eyes are turned to less powerful, 16-channel Astra bird,

of The Steve Tisch Co., which is co-producer of *Dirty Dancing*, is the nephew of Laurence Tisch, CBS president.

□

At ABC, the network will counterprogram Sundays at 7 p.m. with *Incredible Sunday*, from the same team, headed by Woody Fraser for Reeves Entertainment, that produced *That's Incredible!* from 1980 to 1984. ABC's *Disney Hour* is moving to NBC in a different form. At 8 p.m., the canceled *Supercarrier* is being replaced by *A Fine Romance* from IndieProd (in association with Phoenix Productions and New World), described as a "homage to the screwball comedies of the 40's." Rounding out the night is a movie from 9 to 11.

Monday remains the same with the returning *MacGyver* and *Monday Night Football*.

On Tuesday, after *Who's the Boss?* and *Roseanne*, *Moonlighting* will return at 9 p.m. Speaking to advertisers in New York last week, ABC Entertainment President Brandon Stoddard talked of the continuing inability of *Moonlighting* producer Glenn Caron to supply the normal 22 episodes per season. "I don't think the problem will be eliminated," said Stoddard, although he expects the output next season to be a little better than the 13 episodes of last season. At 10 p.m. on Tuesday, *thirtysomething* returns to the schedule.

Wednesday remains largely intact, starting off with *Growing Pains* at 8 p.m. and *Head of the Class* at 8:30. *Wonder Years* moves to a new time at 9 p.m., and *Hooperman* moves back a half-hour to 9:30 p.m. *China Beach* will stay at 10 p.m.

Thursday will kick off with a new crime drama at 8 p.m., *Knightwatch*, from MGM. That will be followed by *Dynasty* at 9 p.m., which is moving from Wednesday. *Heartbeat* also moves from Wednesday to Thursday, at 10 p.m. Canceled are *Probe*, *Hotel*, and *Buck James*. Last season, ABC programed Thursday with *Sledge Hammer*, *The Charmings* and a movie. All are gone.

ABC's Friday will lead off with the returning *Perfect Strangers* and *Full House*. At 9 p.m., *Mr. Belevedere* returns, followed by *Just the Ten of Us* at 9:30 p.m., which had a midseason trial on Tuesday at 8:30 p.m. *20/20* returns at 10 p.m.

Saturday marks the return of *Columbo*, with Peter Falk reprising his role as the rumpled detective. The series will be part of the new *ABC Saturday Mystery Movie*, which will feature three rotating series that air each week at 9-11 p.m. William Link, the executive producer of the original *Columbo* series, which aired on NBC in the 1970's, will return to serve as executive producer of all three series within *Mystery Movie* for Universal. Burt Reynolds and Lou Gossett Jr. will star in the other two rotating series.

Leading into the new mystery wheel will be the new *Murphy's Law* from New World, starring George Segal as an unconventional insurance investigator. □

NBC sweeps May sweeps in record style

Network wins by biggest lead ever; tops in regular, made-fors, specials and mini-series

In a performance reminiscent of the glory days of CBS Television, NBC took the May sweeps with the largest margin in a sweeps period in modern TV times, dominating regular programing, made-for-TV movies, specials and mini-series, as well as demographic categories for women and men under 54.

The network has won 12 of the last 13 sweeps periods, losing for the first time in nearly three years to ABC last February when that network covered the 1988 winter Olympics.

NBC won the May race with a 14.9 rating/26 share, 24% ahead of its nearest rival, CBS, which registered a 12 rating/21 share, according to an NBC analysis of Nielsen's NTI peoplemeter ratings for the April 28-May 24 sweeps period.

In the race for second, however, third-place ABC was able to close the gap behind CBS, picking up 4% in ratings over last year's May sweeps with an 11.7/20, while CBS dropped 4%. NBC gained 5% over last May's sweeps ratings.

ABC also maintained its demographic advantage over CBS in all under-54 categories, although CBS remained first in the 55-and-older category, followed by NBC, then ABC, according to ABC.

NBC won the regular program category handily with a 15.1/26, a 26% margin over CBS's 12/21. ABC came in a close third with an 11.9/20. NBC took first place on Monday, Thursday and Saturday nights, with CBS taking Friday and Sunday and ABC Tuesday and Wednesday.

According to ABC, its regular program ratings for the sweeps period were up 10%, while NBC's were up 3% and CBS's were down 12%.

Good news for all three networks was that the downward trend for three-network ratings was reversed in May when the combined Nielsen rating was up 2% to 38.6, with a 67 share, compared to May 1987's 37.9 rating/68 share.

NBC's 'Different World,' the number-one series of the May sweeps

The three-network ratings had been down 5% from the year before in February's sweeps, and November 1987's ratings had been off 10% from November 1986.

Of importance to network affiliates looking for strong prime time performance to enhance their late local news audience was NBC's strong margin over both CBS and ABC during the local news lead-in period.

NBC won the Monday-to-Friday, 10:30 p.m.-11 p.m., period with a 15 rating/26 share, a 15% margin over CBS's 13.1/23, and 19% ahead of ABC's 12.6/22. It won the period Monday-to-Sunday with an even wider margin over second-place CBS.

Among the top 30 shows, NBC's *Cosby* spin-off, *A Different World*, won first place with a 22 rating/38 share, compared to *Cosby*'s 21.9/40.

The remainder of the top five slots also went to NBC, with *Cheers* tying *Cosby* on a ratings basis with a 21.9/36. *Night Court* was fourth with a 20.5/33, followed by *Golden Girls* (20/37).

CBS's top-ranked show, in sixth place with a 18.2/31, was *Murder, She Wrote*, followed by *NBC Sunday Movie* (17.8/28), NBC's *Amen* (17.7/33) and CBS's *60 Minutes* (17.6/35). Tied for 10th place with 17.2 ratings were NBC's *Monday Movie* and *L.A. Law* and ABC's *Who's the Boss?*.

Slipping out of the top 30 were NBC's *Family Ties*, which in last May's sweeps had registered first in its Thursday time slot, and ABC's *Moonlighting*. CBS's *Dallas* slipped from sixth last May into a tie for 18th with a 16.2/28, while last year's fifth-place *Growing Pains* on ABC fell into a tie for 21st with a 14.9/27.

In the made-for-TV movie category, CBS's special, long-form *Magnum P.I.* overwhelmed the competition with a 32/48. But NBC's overall average of 18.1/29 was well ahead of CBS's 14.9/24 and ABC's 14.7/23 (with just one entry, *A Whisper*

May sweeps
Top 10 regular programs

Rank		Net.	Rating	Share
1.	Different World	N	22.0	38
2.	Cosby	N	21.9	40
	Cheers	N	21.9	36
4.	Night Court	N	20.5	33
5.	Golden Girls	N	20.0	37
6.	Murder, She Wrote	C	18.2	31
7.	NBC Sunday Movie	N	17.8	28
8.	Amen	N	17.7	33
9.	60 Minutes	C	17.6	35
10.	Who's The Boss?	A	17.2	31
	L.A. Law	N	17.2	29
	NBC Monday Movie	N	17.2	27

Based on NBC Research analysis of NTI People Meter Ratings for May 1988 sweeps (April 28-May 25).

Kills).

NBC took four of the top five made-for slots with *Perry Mason* (22.6/35), *Incredible Hulk* (20.2/33), *Taking of Flight 847* (19.7/31) and *Desperado* (15.4/26).

ABC's *Barbara Walters* May special led the specials category with a 20/32, although again NBC's average 14.7/25 remained ahead of CBS's 12.8/21 and ABC's 12.7/21. NBC had second- and third-place specials, with *Bob Hope* (19/31) and *Unsolved Mysteries* (17/28), followed by ABC's *American Comedy Awards* (16.8/28) and CBS's leading entry, *Miss Universe Pageant* (15.6/24).

NBC's mini-series *Something Is Out There*, led the pack of five during the month, beating ABC's *Bourne Identity* head-to-head with a 19.2/30, compared to the latter's 18.5/30. ABC's *Baby M* finished third with a 16.3/26, and its *Onassis* was fourth with a 13/20. CBS's mini-series, *Shadow on the Sun*, lagged well behind with a 9.1/15. □

Live from Moscow: the Reagan-Gorbachev summit

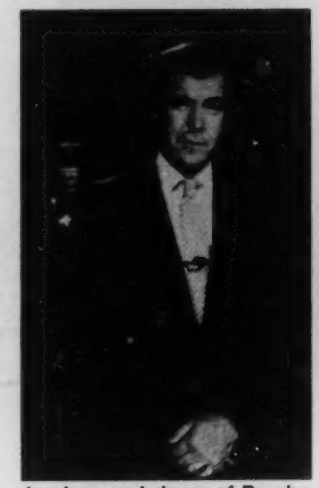
Fifth Estate begins coverage of historic meeting, citing cooperation of Soviet hosts; major news not expected, but journalists hope they are ready for surprises

America was being inundated last week with the history, culture, military preparedness and politics of the Soviet Union, as the four major television networks geared up for the fourth summit meeting between President Ronald Reagan and General Secretary Mikhail Gorbachev. This week, with the summit under way, the networks' attention has become even more intense. There was to be heavy live coverage yesterday (Sunday) morning, when the President arrived in Moscow. The morning shows were to begin broadcasting out of Moscow today (May 30), and the ABC, CBS, NBC and CNN anchors are operating out of booths built on terraces of the Rossiya hotel, overlooking Red Square and the Kremlin.

Major news is not expected. But the fact of a summit itself still ignites the imagination of journalists, even a summit that is the fourth between the American President and the Soviet leader. Adding point to the interest is the fact that the first American President to visit the Soviet Union in 14 years is Ronald Reagan, who early in his Presidency denounced the country as the "evil empire."

And although Joe Angotti, NBC vice president for elections and special broadcasts, was probably reflecting the views of most of his colleagues in Moscow when he described the summit principally as "a ceremonial thing," he and others in Moscow are sensitive to what he said is its "potential for surprises." The networks—ABC, CBS, and NBC with between 65 and 75 people each, and CNN, with 55—hope they are prepared for anything. So do the crews sent over by Conus and *The MacNeil/Lehrer NewsHour*.

One of the big substories out of the summit is the unprecedented spirit of cooperation the network executives say their Soviet hosts are demonstrating. Said Angotti: "There is an eagerness to help, and less fear and suspicion about what we're doing" than was the case in 1984, when the *Today* show broadcast from Moscow for a week. Of the six satellite paths out of Moscow, for instance, three employ earth stations supplied by Los Angeles-based IDB Communications Group Inc. that are independent of Soviet control. IDB is also providing compressed video return feeds, which make it possible for the broadcast journalists in Moscow to view the pictures being transmitted to the U.S. All told, eight satellites of the International Telecommunications Satellite Organization are being used to transmit television pictures from Moscow to earth stations around the world. Alone among the American outfits, CNN is using both a Soviet uplink and a transponder on a Soviet Intersputnik satellite, for relay to CNN headquarters in Atlanta.



Jennings on balcony of Rossiya hotel; Kremlin, Cathedral of St. Basil in background

But that does not mean things have gone smoothly. ABC News's Mike Duffy, senior producer of the network pool, expressed exasperation last week with the apparent inability of the Soviets to keep promises—as in lighting the Kremlin at night for television pictures, for instance. "They promised us lights a month ago, but each night, the lighting was postponed." Apparently, there was a jurisdictional dispute between the Kremlin and city officials. Finally, last Wednesday, the lights were turned on—but in what Duffy described as a "slapdash fashion." ABC had to supplement the lighting with its own equipment.

Last week, Duffy was waiting delivery on a Soviet promise to permit ABC, CBS, NBC and CNN correspondents to enter the Kremlin to do stand-uppers in Cathedral Square, outside the Kremlin palace, on Sunday, when the President was to arrive. Duffy said the Soviets had promised "easy access to the Kremlin." But as of last Friday, he was waiting for delivery on the promise and did not appear confident the Soviets—whose concern about security is considerable—would acquiesce. However, ABC News's Walter Rodgers, pressing his luck, tried for access for a live piece for *Good Morning, America* from inside the Kremlin on Friday (May 27), and got it.

Still, as Tom Bettag, executive producer of *The CBS Evening News with Dan Rather*, said, "The Soviets are so into *glasnost* there is access to things never seen before. We want to take advantage of that." CBS, for instance, has been broadcasting pictures from inside the Kremlin of religious and art objects rarely seen in the West.

Rather, Kuralt inside Kremlin

Charles Kuralt, of CBS's *Sunday Morning* and *On the Road* (or Trans-Siberian Express, last week), is co-anchoring with Rather the "Inside the Kremlin" pieces, which are illustrated with pictures that Bettag said make the Kremlin—an Alcatraz on the outside—look "like Versailles on the inside." The pictures were taken by a crew from Tokyo Broadcasting System. Bettag said TBS had talked to the Soviets for three years before getting permission. TBS and CBS have had a close relationship for 30 years, during which time the organizations have frequently exchanged material.

The story is not limited to television, of course. Besides the commercial and noncommercial radio networks represesented in Moscow, the Voice of America has sent a crew—including three reporters from the USSR division—to cover the summit, as have a couple of U.S. stations. WJR-TV Detroit's J.P. McCarthy, who has been host of the top morning show in the Detroit market for years, is doing his 6-to-9-a.m. (2-to-5 p.m. Moscow time) program from Moscow all week, while WEEI(AM) Boston has dispatched John Rodman, vice president for news and programing, and reporter Andrea Carneiro. They covered the Washington summit for the station last December.

The Moscow portion of the story will end on Thursday, as far as the television networks are concerned. The President flies to London that day for a stopover to brief Prime Minister Margaret Thatcher on his talks with Gorbachev. The network journalists will be broadcasting right behind him. □

COMPANIES IN ELEC

	Company	Revenues (000) 1987	1986	% Change
1	General Electric	$40,515,000	$36,728,000	10.31
2	Eastman Kodak	13,305,000	11,550,000	15.12
3	Westinghouse	10,679,000	10,731,000	−0.48
4	3M	9,429,000	8,602,000	9.61
5	Motorola	6,707,000	5,888,000	13.91
6	Gulf + Western	4,681,100	3,781,100	23.80
7	Capital Cities/ABC	4,440,346	4,124,374	7.66
8	Time Inc.	4,193,000	3,762,000	11.46
9	News Corp. Ltd.	3,941,660	3,162,213	24.65
10	Warner Communications	3,403,563	2,848,000	19.51
11	Dun & Bradstreet	3,359,164	3,113,351	7.90
12	Times Mirror	3,154,571	2,948,136	7.00
13	Gannett Co.	3,079,447	2,801,497	9.92
14	Disney	2,950,500	2,390,200	23.44
15	CBS	2,762,000	2,808,000	−1.64
16	MCA	2,589,623	2,438,394	6.20
17	Zenith	2,363,000	1,892,000	24.89
18	Tribune	2,159,982	2,029,813	6.41
19	Harris Corp.	2,116,239	2,089,065	1.30
20	Knight-Ridder	2,072,648	1,910,650	8.48
21	American Family	1,876,000	1,401,463	33.86
22	McGraw-Hill	1,751,230	1,576,834	11.06
23	Tele-Communications	1,709,400	645,700	164.74
24	New York Times	1,689,598	1,564,663	7.98
25	Reuters Ltd.	1,638,400	1,173,500	39.62
26	GenCorp	1,619,000	1,537,000	5.34
27	Centel Corp.	1,475,787	1,369,912	7.73
28	Tektronix	1,388,853	1,352,409	2.70
29	Arvin Industries	1,373,147	995,620	37.92
30	Washington Post	1,315,422	1,215,064	8.26
31	Dow Jones & Co.	1,314,443	1,134,867	15.82
32	Itel Corporation	1,274,000	288,700	341.29
33	Saatchi & Saatchi	1,206,400	652,100	85.00
34	Jefferson-Pilot	1,175,814	1,040,132	13.04
35	General Instrument	1,155,460	787,862	46.66
36	Maclean Hunter	1,125,000	973,900	15.51
37	Columbia Pictures Ent.	1,065,987	1,354,989	−21.33
38	Varian Assoc.	1,032,900	893,400	15.61
39	Viacom	1,010,748	919,154	9.96
40	Interpublic Group	970,710	814,427	19.19
41	Lorimar Telepictures	857,260	525,747	63.06
42	Omnicom Group	811,367	753,527	7.68
43	Western Union	801,851	889,192	−9.82
44	Ogilvy Group	738,508	560,132	31.84
45	Media General	715,311	634,627	12.71
46	Home Shopping Network	692,187	365,025	89.63
47	Turner Broadcasting	652,419	556,917	17.15
48	Meredith Corp.	624,673	578,353	8.01
49	Sci-Atlanta	513,944	479,633	7.15
50	Rogers Communications	464,300	411,000	12.97

TRONIC COMMUNICATIONS

Earnings (000) 1987	Earnings (000) 1986	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
$2,915,000	$2,492,000	16.97	7.20	3.20	17.11	7.81	2
1,178,000	374,000	214.97	8.85	3.52	11.58	1.00	55
738,900	670,800	10.15	6.92	5.03	9.91	5.62	13
918,000	779,000	17.84	9.74	4.02	14.68	2.00	42
308,000	194,000	58.76	4.59	2.39	19.51	3.00	38
366,100	267,400	33.17	7.61	5.76	7.01	21.76	7
279,078	181,943	53.39	6.28	16.46	18.51	77.33	1
250,000	376,000	−33.51	5.96	4.18	22.10	40.19	4
654,461	197,984	230.56	16.60	3.94	9.94	12.92	17
328,142	137,400	138.82	9.64	1.87	17.11	11.37	22
392,999	339,990	15.59	11.70	2.58	18.61	5.00	47
266,491	408,085	−34.70	8.45	2.06	14.26	11.09	26
319,395	276,404	15.55	10.37	1.98	14.96	11.59	25
455,300	302,400	50.56	15.43	3.33	16.97	10.09	29
136,000	74,200	83.29	4.92	17.74	8.53	98.00	3
137,254	150,904	−9.04	5.30	1.82	21.43	42.48	6
(19,100)	(10,000)	NM	−0.81	(0.78)	NM	5.00	59
141,537	292,870	−51.67	6.56	1.80	19.24	22.47	18
88,160	68,592	28.53	4.17	1.87	12.33	4.73	64
155,163	140,039	10.80	7.49	2.65	15.47	5.04	62
93,300	100,697	−7.35	4.97	1.16	12.18	2.40	86
164,794	154,009	7.00	9.41	3.27	15.94	5.12	70
5,600	72,300	−92.25	0.33	0.04	44.75	71.67	5
160,333	132,227	21.26	9.49	1.96	13.07	5.87	65
205,700	151,700	35.60	12.56	2.12	17.43	7.00	60
475,000	130,000	265.39	29.34	9.87	1.75	12.04	40
155,976	107,876	44.59	10.57	3.59	12.67	8.82	56
25,667	55,131	−53.44	1.85	0.70	837.50	12.50	45
47,588	41,207	15.49	3.47	2.41	7.57	4.00	84
132,434	100,173	32.20	10.07	10.30	14.39	13.03	46
203,018	183,362	10.72	15.44	2.10	14.05	0.90	113
8,300	55,700	−85.10	0.65	(0.41)	44.48	21.59	31
73,300	35,100	108.83	6.08	0.72	9.59	45.00	15
147,696	123,113	19.97	12.56	3.72	13.21	10.50	58
66,220	(80,377)	NM	5.73	1.88	NM	66.11	9
84,800	69,300	22.37	7.54	1.09	9.75	6.10	78
50,656	101,957	−50.32	4.75	0.67	117.86	55.00	14
(4,100)	(8,700)	NM	−0.40	(0.18)	NM	46.90	19
100,932	45,325	122.68	9.99	(7.18)	NM	100.00	8
49,297	41,051	20.09	5.08	2.25	13.89	45.00	21
(145,294)	4,059	−3679.55	−16.95	(3.16)	NM	74.91	11
34,767	(4,077)	952.76	4.28	1.41	13.92	45.00	24
88,059	(531,205)	116.58	10.98	2.58	NM	5.00	89
29,757	26,995	10.23	4.03	2.02	12.87	71.00	16
42,921	17,107	150.90	6.00	1.50	25.83	27.06	41
18,984	29,049	−34.65	2.74	0.22	23.86	100.00	10
(131,208)	(187,314)	NM	NM	(5.48)	NM	93.62	12
46,079	31,091	48.21	7.38	1.99	10.99	20.02	57
28,399	(7,427)	NM	5.53	1.21	10.23	72.38	23
(23,200)	11,900	−294.96	−5.00	(1.43)	NM	100.00	20

	Company	Revenues (000) 1987	1986	% Change
51	Business Men's Assurance	455,358	423,437	7.54
52	M/A Com. Inc.	437,309	454,853	-3.86
53	MGM/UA Communications	427,574	355,355	20.32
54	Orion Pictures	426,948	327,638	30.31
55	Multimedia	410,753	371,799	10.48
56	Mark IV Industries	402,992	291,529	38.23
57	New World Entertainment	384,315	188,923	103.42
58	A.H. Belo	381,776	397,233	-3.89
59	Liberty Corp.	377,998	318,443	18.70
60	Pulitzer Publishing	367,349	329,115	11.62
61	Foote Cone & B.	343,714	326,398	5.30
62	Communications Satellite	333,651	304,917	9.42
63	Grey Advertising	320,630	265,480	20.77
64	Comcast	309,250	130,854	136.33
65	Durham Corp.	299,570	258,235	16.01
66	Cablevision Systems	299,537	150,839	98.58
67	King World	257,412	174,263	47.72
68	CVN Cos.	253,797	144,401	75.76
69	Lee Enterprises	241,870	223,368	8.28
70	Chris-Craft	241,344	223,992	7.75
71	United Cable TV	241,103	209,181	15.26
72	LIN	236,750	195,340	21.20
73	Scripps Howard	234,146	210,548	11.21
74	Burnup & Sims	201,469	197,021	2.26
75	Oak Industries	182,210	151,745	20.08
76	Selkirk	179,805	171,911	4.59
77	Playboy Enterprises	163,687	167,120	-2.05
78	Century Communications	150,865	72,673	107.59
79	Aaron Spelling Productions	149,962	197,197	-23.95
80	Park Communications	149,427	136,938	9.12
81	C Tec Corp.	133,767	118,721	12.67
82	TVX Broadcast Group	133,373	22,950	481.15
83	Michigan Energy Resources	127,393	140,792	-9.52
84	Stauffer Communications	124,782	118,158	5.61
85	Great American Communications	119,788	35,580	236.67
86	QVC Network	112,302	2,189	**
87	Western Tele-Communications	101,702	47,842	112.58
88	Malrite	97,330	88,473	10.01
89	United Television	96,502	89,142	8.26
90	Price Communications	95,635	87,180	9.70
91	Westwood One	87,214	59,297	47.08
92	Telemundo	84,056	36,425	130.76 *
93	Infinity Broadcasting	74,060	46,077	60.73
94	Reeves Communications	72,891	64,543	12.93
95	American Cablesystems	70,199	45,979	52.68
96	Outlet Communications	63,126	59,852	5.47
97	TCA Cable TV	60,937	48,269	26.24
98	Financial News Network	46,938	23,758	97.56
99	Jacor Communications	43,972	23,566	86.59
100	A.M.E. Inc.	39,774	28,607	39.04

*Notes: * Pro-forma, six months ended June 30, 1987. ** For the period June 13, 1986 to Jan. 31, 1987.*

TRONIC COMMUNICATIONS

Earnings 1987	Earnings (000) 1986	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
66,122	(16,445)	NM	14.52	6.38	93.24	7.72	94
(50,693)	26,915	−288.34	−11.59	(1.45)	NM	5.00	105
(88,098)	17,861	−593.24	−20.60	(1.74)	NM	14.27	80
12,159	9,833	23.66	2.85	0.66	12.05	46.70	39
12,489	(4,661)	NM	3.04	1.03	61.41	54.65	36
17,041	10,210	66.90	4.23	1.53	6.67	43.50	44
(18,456)	10,709	NM	−4.80	(1.72)	5.55	83.43	27
22,315	20,268	10.10	5.85	2.08	11.17	43.36	49
28,120	34,730	−19.03	7.44	2.95	15.84	27.52	63
15,320	16,443	−6.83	4.17	1.46	20.03	26.50	66
17,076	13,727	24.40	4.97	2.01	13.31	43.50	53
(47,273)	58,948	−180.19	−14.17	(2.58)	NM	17.00	83
10,339	9,109	13.50	3.22	7.22	14.72	52.00	48
(9,381)	1,004	−1034.36	−3.03	(0.15)	NM	92.75	30
18,287	22,740	−19.58	6.10	2.16	22.44	4.33	112
(75,960)	(18,543)	NM	−25.36	(3.61)	NM	100.00	28
45,742	23,635	93.54	17.77	1.53	10.64	100.00	32
11,619	(10,016)	NM	4.58	0.59	10.50	100.00	33
35,207	43,818	−19.65	14.56	1.39	18.70	26.36	79
10,554	14,747	−28.43	4.37	0.46	43.61	89.77	37
(12,289)	2,601	−572.47	−5.10	(0.32)	NM	100.00	34
87,431	66,240	31.99	36.93	1.56	37.18	65.98	50
22,848	5,477	317.16	9.76	1.24	68.14	100.00	35
6,354	(2,525)	NM	3.15	0.41	29.62	21.60	88
8,226	60,243	−86.34	4.51	0.11	12.50	20.91	91
12,420	16,580	−25.09	6.91	1.16	17.03	100.00	43
13,220	(11,525)	NM	8.08	1.41	15.83	18.01	101
(8,716)	2,457	−454.74	−5.78	(0.36)	NM	100.00	51
22,619	22,514	0.47	15.08	1.23	4.51	100.00	52
17,071	14,923	14.40	11.42	1.24	22.98	48.52	75
12,350	9,245	33.59	9.23	2.24	15.07	13.41	107
(48,003)	(6,112)	685.42	−36.00	(8.40)	NM	100.00	54
4,091	3,808	7.43	3.21	1.52	15.30	7.40	116
2,961	20,374	−85.47	2.37	2.96	47.64	20.77	103
5,704	77,595	−92.65	4.76	0.34	11.38	79.06	69
9,009	13,607	−33.79	8.86	1.09	14.91	32.09	97
(6,156)	(8,466)	NM	−15.02	(0.61)	NM	100.00	88
(6,398)	(8,979)	NM	−6.57	(0.46)	NM	100.00	67
6,679	8,194	−18.49	6.92	−0.61	44.67	100.00	68
(12,262)	(24,594)	−50.15	−12.82	(1.05)	NM	75.56	76
8,919	7,286	22.41	10.23	0.73	27.40	100.00	71
(46,384)		−123.02	−55.18	(6.06)	NM	100.00	72
2,945	(2,893)	−201.807	3.98	0.32	64.06	100.00	73
4,183	2,027	106.36	5.74	0.33	30.00	100.00	74
(13,249)	(3,806)	248.11	−18.87	(1.30)	NM	100.00	77
(16,925)	(25,345)	NM	−26.81		NM	100.00	80
5,070	5,547	−8.60	8.32	0.46	58.82	100.00	82
5,017	2,842	76.49	10.69	0.40	26.70	100.00	85
(3,345)	2	NM	−7.61	(.36)	NM	100.00	87
4,613	2,099	119.77	11.60	0.96	8.95	100.00	90